

## COMPLETE LISTING OF CLAIMS

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22. (new) A method for collecting demographic information and preference information for a consumer user over a wide area network, said method comprising:

providing a computer information database for storing product information for at least one pre-recorded music product and for storing preference information and demographic information;

storing product information in the computer information database;

providing interactive communication access through the wide area network to the consumer user;

collecting demographic information from the consumer user;

A2 storing the collected demographic information in the computer information database;

enabling selectable interactive access to the product information through the wide area network for the consumer user;

collecting preference information from the consumer user corresponding to selected product information over the wide area network, said preference information comprising the consumer user's recognition of the selected pre-recorded music product and consumer user's source of exposure to the selected pre-recorded music product and further comprising at least one preference parameter selected from a preference parameter group comprising the consumer user's familiarity with the selected pre-recorded music product; the consumer user's enjoyment of the selected pre-recorded

music product; the consumer user's attraction toward the selected pre-recorded music product; and the consumer user's fatigue with the selected pre-recorded music product;

storing the collected preference information in the computer information database;

providing interactive communication access through the wide area network to a client user;

enabling for the client user through the wide area network searchable access to at least one of the product information, preference information and demographic information, each such information stored in the computer information database; and

searching the computer information database to report selected preference information and demographic information corresponding to selected product information.

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23. (new) The method of claim 22, wherein the demographic information comprises at least one demographic parameter selected from a demographic parameter group comprising: age, gender, income, and education, and further wherein the demographic information comprises at least one geographic parameter selected from a geographic parameter group comprising radio station listened to, zip code, city, state, region, and country.

24. (new) The method of claim 22, further comprising:

providing an administrative interface mechanism adapted to implement at least one administrative function, wherein the least one administrative function comprises at least one function selected from an administrative function group comprising inputting product information into the database, updating product information, providing email retrieval, issuing accounts, and retrieving preference information.

25. (new) The method of claim 22, wherein the product information comprises at least one music product information selected from a music product information group comprising artist name, song name, album name, music types, and music genres.

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26. (new) The method of claim 22, wherein the preference information further comprises at least one numerically valued preference parameter.

27. (new) The method of claim 26, wherein the preference information further comprises at least one Category Variable selected from a group comprising: Familiarity, Passion, and Burn, each selected Category Variable having a corresponding Category Variable Level, each said Category Variable Level comprising a numerically valued preference parameter.

28. (new) The method of claim 27, further comprising:

searching the computer information database by at least one Category Variable selected from a group comprising: Familiarity, Passion, and Burn; and

reporting each selected Category Variable Level corresponding to each said selected Category Variable corresponding to selected product information.

29. (new) The method of claim 27, further comprising:

searching the computer information database by at least one Category Variable selected from a group comprising: Familiarity, Passion, and Burn; and

reporting each selected Category Variable Level corresponding to each said selected Category Variable corresponding to a selected pre-recorded music product over a selected period of time corresponding to the selected pre-recorded music product life cycle.

30. (new) A demographic information and preference information collection analysis apparatus comprising:

a computer database system adapted to accept and store product information for at least one pre-recorded music product, demographic information and preference information;

a wide area network open participation system communicatively connected to the computer database system and adapted to collect from a consumer user demographic information and preference information for storage in the computer database system;

a first interactive communication means for providing the consumer user access to selected product information within the computer information database through the wide area network; and

a second interactive communication means for providing a client user searchable access to the computer information database through the wide area network,

wherein said preference information comprises consumer user's recognition of the selected pre-recorded music product and consumer user's source of exposure to the selected pre-recorded music product and further comprises at least one preference parameter selected from a preference parameter group including: the consumer user's familiarity with the selected pre-recorded music product; the consumer user's enjoyment of the selected pre-recorded music product; and the consumer user's attraction toward the selected pre-recorded music product.

31. (new) The demographic information and preference information collection analysis apparatus of claim 30, wherein the demographic information comprises at least one demographic parameter selected from a demographic parameter group comprising age, gender, income, and education, and further wherein the demographic information comprises at least one geographic parameter selected from a geographic parameter group comprising radio station listened to, zip code, city, state, region, and country.

32. (new) The demographic information and preference information collection analysis apparatus of claim 30, further comprising:

an administrative interface mechanism adapted to implement at least one administrative function, wherein the least one administrative function comprises at least one function selected from an administrative function group comprising inputting product information into the database, updating product information, providing email retrieval, issuing accounts, and retrieving preference information.

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33. (new) The demographic information and preference information collection analysis apparatus of claim 30, wherein the preference information further comprises at least one numerically valued preference parameter.

34. (new) The demographic information and preference information collection analysis apparatus of claim 41, wherein the preference information further comprises at least one Category Variable selected from a group comprising Familiarity, Passion, and Burn, each selected Category Variable having a corresponding Category Variable Level, each said Category Variable level comprising a numerically valued preference parameter.

35. (new) A method of preference ranking pre-recorded music products utilizing a wide area network, said method comprising:

providing a server having a database, said database having product information for at least one pre-recorded music product stored therein, and said database adapted to store consumer preference information; and demographic information;

providing selectable interactive access to the product information through the wide area network for the consumer user;

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collecting and storing in the database preference information from the consumer user corresponding to selected product information over the wide area network, said preference information comprising at least one preference parameter selected from a preference parameter group comprising

the consumer user's recognition of the selected pre-recorded music product;

the consumer user's familiarity with the selected pre-recorded music product;

the consumer user's enjoyment of the selected pre-recorded music product;

the consumer user's attraction toward the selected pre-recorded music product; and

the consumer user's fatigue with the selected pre-recorded music product;

wherein, said preference information further comprises at least one numerically valued preference parameter;

calculating and storing in the database a rank score for selected product information, said rank score equal to the weighted sum of selected numerically valued preference parameters; and

searching the database to report selected said rank scores corresponding to selected product information.

36. (new) The method of claim 35, wherein the preference parameters further comprise at least one Category Variable selected from a group comprising Familiarity, Passion, and Burn, each selected Category Variable having a corresponding Category Variable Level, each said Category Variable Level comprising a numerically valued preference parameter.

37. (new) The method of claim 36, wherein said rank score equals the sum of Category Variable Levels corresponding to Familiarity and Passion less the Category Variable Level corresponding to Burn.

38. (new) The method of claim 37, wherein the preference parameters further comprises the Category Variable of Ownership Status.

39. (new) The method of claim 38, further comprising:

searching the database by a search criteria corresponding to Ownership Status to report the rank score corresponding to selected product information.



40. (new) The method of claim 35, further comprising:

collecting and storing in the database demographic information from the consumer user; and

searching the database to report selected said rank scores corresponding to selected product information and demographic information.

41. (new) The method of claim 40, wherein the demographic information comprises at least one demographic parameter selected from a demographic parameter group comprising age, gender, income, and education, and further wherein the demographic information comprises at least one geographic parameter selected from a geographic parameter group comprising radio station listened to, zip code, city, state, region, and country.

42. (new) A method for collecting preference information from a consumer user for a pre-recorded music product over a wide area network, said method comprising the steps of:

(a) providing a server having a database, said database adapted to store product information for at least one pre-recorded music product, consumer preference information; and consumer demographic information;

(b) collecting and storing product information in the database, wherein the product information comprises a date of first release for the pre-recorded music

product, and wherein the product information further comprises at least one music product information selected from a music product information group comprising artist name, song name, album name, music types, and music genres;

(c) storing in the database a group of numerically hierarchal release status rules, said group comprising at least one release status rule, wherein each said release status rule is expressed numerically in units of time and wherein each said release status rule corresponds to a release status;

(d) storing in the database a periodic recalculation value, said periodic recalculation value expressed numerically in units of time;

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(e) calculating the lapsed time since release associated with each said product information stored in the database;

(f) assigning and storing in the database a release status for each said product information, wherein each said release status associated with each said product information is determined by comparing the lapsed time since release associated with each said product information with each release status rule and assigning to each said product information that release status corresponding to the numerically greatest release status rule which is less than the lapsed time since release;

(g) automatically reassigning and storing in the database a release status for each said product information, said reassigning and storing of release status occurring at a periodicity corresponding to said periodic recalculation value;

(h) providing interactive access to the product information through the wide area network for the consumer user, said interactive access selectable;

(i) collecting and storing in the database preference information from the consumer user corresponding to release status and further corresponding to selected product information over the wide area network, said preference information comprising at least one preference parameter selected from a preference parameter group comprising

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the consumer user's recognition of the selected pre-recorded music product;

the consumer user's familiarity with the selected pre-recorded music product;

the consumer user's enjoyment of the selected pre-recorded music product;

the consumer user's attraction toward the selected pre-recorded music product; and

the consumer user's fatigue with the selected pre-recorded music product;

(j) providing interactive communication access through the wide area network to a client user;

(k) enabling for the client user through the wide area network searchable access to at least one of the product information, preference information and

demographic information, each such information stored in the computer information database; and

(l) searching the computer information database to report selected preference information and demographic information corresponding release status and further corresponding to selected product information.

43. (new) The method of claim 42, wherein a first release status rule is 0 weeks and a corresponding first release status is new release status.

44. (new) The method of claim 42, wherein the periodic recalculation value is 1 week.

45. (new) The method of claim 43, wherein a second release status rule is 26 weeks and a corresponding second release status is archive release status.

46. The method of claim 45, wherein a third release status rule is 52 weeks and a corresponding third release status is library release status.

47. (new) The method of claim 42, further comprising:

collecting and storing in the database demographic information from the consumer user; and

searching the database to report selected said rank scores corresponding to selected product information and demographic information.

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48. (new) The method of claim 47, wherein the demographic information comprises at least one demographic parameter selected from a demographic parameter group comprising: age, gender, income, and education, and further wherein the demographic information comprises at least one geographic parameter selected from a geographic parameter group comprising: radio station listened to, zip code, city, state, region, and country.

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